

# Making Waves



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# On Being Small and Powerful

*"There are no passengers on spaceship Earth; we are all crew."* - Marshall McLuhan

*"As one individual changes, the system changes."* - Ram Dass

Ah, the joy of realizing there is nowhere to hide. That's right. McLuhan's comment above is really rather profound. We are all crew whether we like it or not. And whatever we do, we affect the whole. Quantum physics, Chaos theory, all religions and spiritual paths, all native cultures, Gaia theory, the internet, surfing, breathing; everything points to the inter-connectedness of life. No man is an island and even our skin, a most permeable container, is no border. There is no difference between inside and outside of us, as anyone who's gotten sick from swimming in the ocean can attest.

So, we are all crew and we all affect the system. That knowledge suggests some responsibilities. For me, that's all wonderful news. Ever feel like you're not getting anywhere no matter how hard you try, or that everything is going wrong in the world? Well do not fret, for everything you do affects the whole, and it doesn't work proportionately. Just as a butterfly flapping it's wing in one hemisphere can effect a hurricane in another, one sincere gesture on your end can have positive consequences of geometrical proportions. So don't ever give up. And don't stop giving—of your time, your energy or your money. Sometimes a single dollar bill can be a butterfly's wing. And just as in the game of Roshambo, where paper beats rock, sometimes a wrinkled little dollar can beat a bulldozer.

So yes, as one individual changes, the entire system changes. You never know when you are going to be the tipping point. It took me a year of living on a particular beach before I thought to pick up a scrap of litter. I'd never seen anyone else doing it. One day, I just started picking up trash. Within a week, I noticed at least a half dozen people picking up trash on the same beach. A year later, we *own* that beach, and the average size of litter I'm picking up now is miniscule. We're competing for quarter-sized pieces of Styrofoam. It's habit now—my conscience will never let me walk past a piece of litter on the beach. Sometimes I resist it for two or three paces, then I walk back and get it. It is a wonderful, humbling exercise for bringing oneself back into the moment.

I'm small and I know it and it's great news. Every time I stand at the water's edge and a wave races up and embraces my feet, it's a trip. I think one of the most tragic things of all is how we cheat ourselves of the present moment, of the small moment. Big victories are awesome and we've earned our share, but so are the little ones. When I stop and walk back to pick up that small piece of litter on the beach, something happens. I can feel a little crackle in the air. It is so small, but the moment is so powerful.

Speaking of having nowhere to hide, here's an e-mail from photographer and filmmaker David Pu'u that explains the story behind the striking image of Dan Malloy that graces our cover. David has been a selfless supporter of Surfrider Foundation and his generosity has greatly elevated the quality of photography you see in *Making Waves*.

*It had been one of those wonderful fall mornings. I had been up early, swimming and shooting in the cool offshores which groomed a building, early northwest ground-swell. The phone rang as I was unloading my camera from a water housing. It was Dan Malloy. In his typically polite fashion he stuttered a request. "Umm, ahhh, I sort of have this idea. I found this gas mask and want to do a shot that makes a statement about how things are around here. Are you busy?" I stared at the still wet water housing and my camera. "No not really, when do you want to do it?" I asked. "Umm, it's about six feet and offshore, I am at the rivermouth. Could we do it now?" Dan mumbled.*

*Half an hour later saw Dan and me getting thoroughly pummeled on the Surfers Knoll sandbar as we scratched out to the lineup. In half an hour I managed to catch Dan pull into multiple barrels that looked the picture of offshore blue perfection. Amazingly, he was doing it nearly blind, as the gas mask basically cuts off the largest portion of your view. Mission accomplished though.*

*That night I felt my body temperature rise as the first waves of nausea hit. I rang Dan up and asked one question: "How do you feel?" His answer? "Sorta sick". My response after 30 years of surfing the place? "It got us again."*

**Cover:** Dan Malloy in gas mask, Surfers Knoll, California. Photo by David Pu'u

## Making Waves

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's waves, oceans and beaches for all people, through conservation, activism, research and education.

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P.O. Box 6010 • San Clemente, CA 92674-6010  
(949) 492-8170 fx (949) 492-8142 (800) 743-surf  
Web: <http://www.surfrider.org> e-mail: [info@surfrider.org](mailto:info@surfrider.org)

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# Earth Days

*"The world will not evolve past its current state of crisis by using the same thinking that created the situation."  
- Albert Einstein*

April 22nd was the 35th anniversary of Earth Day. At the first Earth Day celebration an estimated 20 million people nationwide attended festivities. Earth Day was a catalyst for the grassroots environmental movement in the United States and spurred national legislation such as the Clean Water Act to be enacted.

Thanks to the founders of Earth Day, former Senator Gaylord Nelson and Denis Hayes, a single creative idea to hold a nationwide "teach-in" on the pressing environmental issues of the 1970s gave birth to a grassroots environmental movement.

Since the '70s, there have been tremendous victories for the environment. There has also been a tremendous amount of the same old patterns of thinking by the powers that be. In other words, in many ways much has changed; yet in many other ways, nothing has changed.

We need to change the way we think about the environment—it takes more than one day of celebration. It is "constant pressure endlessly applied" as well as adopting a different way of thinking. The recent findings of two blue ribbon commissions (*USCOP and Pew Commission; see page 4*) have armed our grassroots organization with recommendations to pro-actively change the way we all use and protect our natural resources. If we don't change the way we all think, it may be too late save what we have left.

Instead of putting more money toward oceans programs, President Bush has proposed cutting money from some federal marine programs. These proposed cuts followed the Administration's official response to the final ocean commission report which established a task force on ocean policy and released an action plan. It makes one wonder just how committed the Administration is to actually implementing the recommendations in the final report. While Congress has the final say when allocating federal tax dollars, the President's proposal sets a tone for the budget process. What good is an action plan if it isn't funded? It is the same old way of thinking.

The birth of the environmental grassroots movement was a new way of thinking. It is time for us, as concerned individuals, to make sure that our representatives know that it is time for a dynamic new way of thinking when it comes to our oceans, waves and beaches—we want strong laws and programs that are adequately funded.

It is now up to all of us to re-energize the grassroots environmental, apply the "constant pressure" on a regular basis, and make sure that things continue to change ... for the better.



*Interim Executive Director Michelle Kremer and Quiksilver's Jeff Booth Photo: Matt McClain*

A handwritten signature in dark ink, reading "Michelle C. Kremer".

*Michelle C. Kremer, Esq.*  
Interim Executive Director



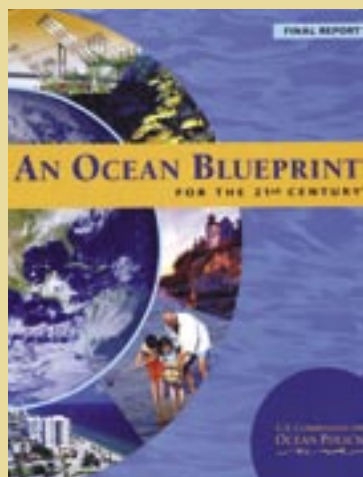
# U.S. Commission on Ocean Policy Report: An Opportunity for Surfrider Foundation

Chase Fedderson

*By Kevin Ranker and Mark Rauscher*

Two separate blue ribbon commissions, the Pew Oceans Commission and the U.S. Commission on Ocean Policy (USCOP), have completed the first comprehensive look at U.S. ocean policy in more than three decades. Both commission reports addressed issues ranging from the stewardship of marine resources and pollution prevention, to enhancing and supporting marine science. The message of both reports was strikingly similar - they found that pollution, over-fishing, increased coastal development, altered sediment flow and dramatic declines in water quality have significantly impacted the health of our oceans, waves and beaches.

Since the inception of both these commissions, Surfrider Foundation has been significantly involved in their work—providing expert advice and guidance on panels, providing testimony at hearings, supplying significant local (chapter-based) and national written comments and working directly with commission members to ensure that issues important to us were considered in this historic process. Our voice was heard and many of our specific recommendations were addressed in the final reports.



Surfrider Foundation now has a tremendous opportunity. These two reports and recommendations lay out a road map for protecting and restoring our coasts and oceans. They have also generated significant media attention to the crises facing our coasts and oceans, and the subsequent need for action. While numerous organizations and agencies are working to advance national policy stemming from these reports, none are leveraging these recommendations at the local level. Surfrider Foundation can build dramatic constituencies in coastal communities supporting the advancement of these recommendations at the local and state levels. Our chapter network is positioned perfectly to bring these reports to the people, advancing specific recommendations, while building additional support for our work.

## Surfrider Foundation's Role

Surfrider Foundation comprises fishermen, sailors, paddlers, divers, surfers and beachgoers—people who spend a significant amount of time on the coast and in the ocean. We recognize that protecting the coastal environment requires protection of an interconnected coastal zone that includes the open ocean, near shore water, beaches, estuaries and coastal watersheds.

Our programs and campaigns work because they are implemented by people within local communities who are motivated by, and passionate about, everyday issues like having clean water and open beaches for personal recreation and pleasure. These close-to-home issues incite emotion and action, resulting in localized advocacy campaigns to stop water pollution and save beaches. We also realize that these local efforts often have broader positive impacts on coast and ocean habitats and life. For example, activists who work to stop a seawall to save their favorite beach may also help to prevent the decline of the population of birds, fish or marine mammals that use the beach for foraging, habitat or reproduction. This “bigger picture” realization leads to a better-informed, passionate environmental activist who is motivated to take a position on an issue not just because of its impact on his or her daily life, but because of its impact on coast and ocean life. Through this process, a true coast and ocean stewardship awareness or “ethos” is born.

Surfrider Foundation currently has four overarching campaigns that guide our work: Beach Preservation (focused on protecting beaches, which are unique coastal environments with ecological, recreational and economic value), Blue Water (focused on protecting water quality in coastal watersheds and in the near-shore marine environment), Special Places (working to identify and protect special coastal and ocean places—preserving our coastal lifestyle) and Beach Access (working to preserve access to our nation's coastal and ocean resources). All of these campaigns directly relate to recommendations of the USCOP report.

## Building an Ocean Ethos

We are trying to create a national coastal and ocean ethos. One of the ways we can do this is by building community. Increasingly, we define community not just by our next door neighbor, but by people with similar views. Also, crisis may create community. When there is a crisis, people rally together and the sense of community is strong. If people are passionate about the preservation of the coast and ocean, feeling personally invested in its protection, they and the organizations they support become much more effective.

The USCOP report spotlights a major crisis. Surfrider Foundation's grassroots activists can use the crisis identified by the report to galvanize people around coastal and ocean protection. We can then use our programs and outreach to educate these constituencies around specific local issues, allowing citizens to act locally and giving them a sense of pride in their ability to help address the crisis that they are now aware of and invested in.

Historically, numerous important initiatives have failed because of a lack of local support (or awareness) in coastal communities. Using specific recommendations from the Pew and USCOP reports as draft resolutions, Surfrider Foundation activists can work within their local communities to get their city councils and county boards to adopt local resolutions supporting state-based initiatives. In California, Oregon and Washington, for example, Surfrider Foundation chapter activists and Regional Coordinators have been working with local elected officials, influencing their agendas and securing formal resolutions supporting specific USCOP recommendations and state-based initiatives such as California's Marine Life Protection Act. This work provides significant political cover for state decision makers when they are discussing initiatives that involve coastal cities and counties.



Chase Fedderson

## Supporting Our Advocacy

The final reports of both the USCOP and the Pew Oceans Commission validate and underscore the critical need for the work of Surfrider Foundation. These are incredible tools our activists can use to support our advocacy, programs and funding requests. The USCOP report alone is a 500+ page document implicitly stating that what Surfrider Foundation does, matters. This document cites specific examples on a national level that we can hold up at a hearing to support our positions. We encourage all Surfrider Foundation activists to familiarize themselves with these reports and use them as tools to further our work to protect the oceans, waves and beaches. We are developing guidelines and specific suggestions that will be distributed to our chapters, illustrating ways that our activists can leverage the reports.



Chase Fedderson

The Pew Oceans Commission and U.S. Commission on Ocean Policy reports can be read at [http://www.pewtrusts.org/pdf/env\\_pew\\_oceans\\_final\\_report.pdf](http://www.pewtrusts.org/pdf/env_pew_oceans_final_report.pdf) and <http://www.oceancommission.gov/>

# Surfrider Foundation Named NOAA's NGO of the Year



By Julie Lawson

The Surfrider Foundation was honored in March with a 2005 National Oceanographic and Atmospheric Administration (NOAA) Excellence Award for Coastal and Ocean Resource Management, in the category of Non-Governmental Organization of the Year. An awards ceremony was held at the Rayburn House Office Building in Washington, DC.

The awards, hosted by NOAA, honor the memory of Congressman Walter B. Jones, who represented the first district of North Carolina, which includes the Outer Banks, for 11 terms. Jones chaired the House Committee on Merchant Marine and Fisheries, which held jurisdiction over a host of marine issues, including the Nation's merchant marine fleet, the Coast Guard, and oceanographic and coastal programs. Jones died in September 1992.

Awards were presented in eight categories, including honors for graduate study and academic research, business, state and local government, volunteers, and coastal stewards. The selections were made by an independent panel of judges, who received and ranked nominations. Winners received an award of an engraved ship's clock. John Hayes, deputy assistant administrator of Ocean

Services and Coastal Zone Management at NOAA, noted that, before GPS and other high-tech navigational tools, seamen used clocks to determine their position on the water. Hayes said the clocks were selected to represent the past, present, and future of coastal conservation, and also to honor the time invested by the honorees.



**L to R:** Congressman Walter B. Jones Jr., Surfrider Foundation Board Chair Mike Orbach and NOAA Administrator VADM Conrad C. Lautenbacher Photo: NOAA

Also speaking were Vice Admiral Conrad Lautenbacher Jr, the Under Secretary of Commerce for Oceans and Atmosphere and a NOAA administrator, and Representative Walter B. Jones Jr., who now holds his late father's seat in Congress.

In introducing Surfrider for the award, Master of Ceremonies Eldon Hout said, "At one point, I thought half of my staff in Oregon were members of Surfrider Foundation. All those damned wetsuits..." When Surfrider Chairman Michael Orbach stepped up to accept the award, he asked other attending board members, as well as representatives of the Capitol Chapter, to stand and be recognized. Seeing the crowd, Hout added, "They're everywhere."

Hout also said that the judges were particularly impressed with Surfrider's "ability to reach out and capture the imagination of youth."

In addition to Orbach, the Surfrider Foundation was represented by board members Bill Rosenblatt and Mark Spalding, Capitol Chapter members Darryl Hatheway, Christine Fletcher, Ed Eads, Adam Mendizabal, Lindsay Fullenkamp, and Angel Braestrup. After the ceremony, guests attended the Coastal States Organization's 12th Annual Coastal and Ocean Celebration.

## Surfrider Foundation Honors Activists

The Surfrider Foundation gave out its annual Board of Directors Awards this past February. Each year, these awards are given out to those activists, companies and organizations that have demonstrated exceptional support in helping the Foundation achieve its mission.

This year's recipients included philanthropist and long time Foundation supporter **Chase Offield**, of the Offield Family Foundation, and Surf Industry Manufacturers Association Executive Director, **Sean Smith**. Both of these honorees, and the organizations they represent, played significant roles in helping the Foundation weather several tough years following 9/11.

Several activists were honored for their contributions as well, including National Headquarters volunteer **Francis Lam**; long-time Seattle chapter member **Mike McCann**, for his work with the Snowrider Project; husband and wife activists **Gene & Rachel Gore**, for their successful effort to paddle the coast of Texas; and longtime Surfrider activist **Juli Schulz**, for her work in organizing last year's successful 20th Anniversary Gala, which was held in Los Angeles, CA. Speaking of the Gala event, Sotheby's auctioneer **Hugh Hildesley** was honored for his assistance in helping the Surfrider Foundation raise over \$230,000 during the Gala's historic surfboard auction.

Three companies were also recognized for their ongoing contributions, including **Clif Bar**, who were honored for their commitment in sponsoring the Surfrider Foundation's annual Chapter Membership Drive. Miami-based **Crispin Porter + Bogusky** was also recognized for their successful work and ongoing support in donating their services as Surfrider Foundation's creative agency. Finally, action sports network **FUEL** was honored for donating over \$300,000 in commercial air time to run Surfrider PSA's.



# Surfrider Foundation partners with the Wyland Foundation for West Coast Summer Tour

The Surfrider Foundation has partnered with world-renowned artist, Wyland, and his Laguna Beach, California-based Foundation, for the *Ocean Challenge—Lend a Hand and Learn* West Coast Summer Tour. Building on the success of last summer's East Coast tour, this year's event kicks off on June 25th in Seaward, Alaska, and stops in 11 more cities in three countries along the way, including Vancouver, San Francisco, San Diego and La Paz, Mexico.



*Making Waves* recently caught up with Wyland at his Laguna Beach headquarters to talk about his upcoming Ocean Challenge Tour.

## ***What is the Ocean Challenge?***

The Wyland Ocean Challenge is an art and science program to inspire a whole generation of people to get involved in ocean conservation. I created the Wyland Foundation 13 years ago to develop programs that really reflected the current generation's passion for protecting the earth's water systems, including the oceans. I thought that if you encourage people to protect the environment in a dynamic way that was both fun and challenging you could inspire people to get involved and, most importantly, make a difference. Our approach is two-fold: we're continuing the Lend a Hand and Learn Tour with this year's West Coast stops. We saw great success on last year's East Coast leg and we're expecting it to be bigger and better this year. We're also inviting all schools, teachers, and students from K-college,

throughout America, to join us in the campaign for clean water. The classroom part of the program is unique in that it's internet-driven, and covers a global view of all water systems on the planet.

## ***Surfrider Foundation is partnering with you on your tour this summer. What can attendees expect?***

Our West Coast 12-city tour gives people a chance to make the connections between lending a hand through local Surfrider-sponsored clean-ups, and joining us at a local aquarium, zoo, festival, or science museum to understand the bigger picture. We've received a grant from the California Coastal Commission to create a life-size, interactive water shed maze that people can walk through, and, just like a drop of water, follow the water cycle through to the ocean. They'll learn about runoff, bio-accumulation, the animals that share our waterways, and things that people can do to have a positive impact on the environment. We'll also have water science experiments that everyone can participate in. And, we're going to be creating a giant community mosaic at each stop on the tour—but you'll have to come out in person to find out what it is.

## ***Why the Ocean Challenge?***

I think all of us like a challenge. The challenge to preserve the environment, not only for the animals, but for us, is one of the greatest undertakings of the century. We want to work closely with conservation partners, and in this regard the Surfrider Foundation is a perfect fit. Surfers are on the frontline, they depend on clean water and healthy oceans, and they are involved in many different ways to preserve the health of our water systems. In the 20th century our generation did a lot of damage. In the 21st century there needs to be a sea change, we need an environmental renaissance, and I feel it will take at least another century to clean up the mess we've made in our lakes, streams, ponds, wetlands. That's our challenge.

## ***What's in the future for the Ocean Challenge?***

Our ultimate goal is to reach out to 191 countries—from Afghanistan to Zimbabwe—with the Wyland *Ocean Challenge-Clean Water for the 21st Century and Beyond*. Looking at the big picture, it doesn't do any good to protect one body of water without thinking about the next. What happens in China, for example, impacts the quality of water in our country, and vice versa. At the end of the day, together, we can change the world.

For more information, please visit [www.wylandoceanchallenge.org](http://www.wylandoceanchallenge.org) or contact Steve Blank at the Surfrider Foundation at (800) 743-SURF.

Beach cleanups will take place at local beaches near each Tour stop. To find out where the cleanups will be held, please contact your local chapter, visit [www.surfrider.org](http://www.surfrider.org) or contact Steve Blank at the Surfrider Foundation at (800) 743-SURF or by email at [sblank@surfrider.org](mailto:sblank@surfrider.org).



Wyland

# Chapter News



Chase Fedderson

## Gulf Coast

In late February, the **Central Texas Chapter** of Surfrider Foundation participated in an aggressive river clean-up in Austin. Two-months after major flooding occurred during the week of Thanksgiving, 2004, the aftermath could still be seen miles away downstream along the Colorado River. According to chapter member **Rick Thomsen**, "It's incredible. Someone told me about this, but you don't believe it until you come down and look at it." There are countless plastic bottles, shopping bags and all sorts of odds and ends. "Every person that lives in the state of Texas lives in a watershed. Every one of the watersheds drains down hill. Everything flows to the Gulf," said Thomsen. Most of the debris and trash that washed away from homes and roadways were recyclable and preventable according to clean-up organizers. Chapter volunteers realized that making a dent in the more than four-acre field of debris wasn't going to be easy, but you have to start somewhere and they will continue with this effort.

## East Coast

Erin go bragh! Surfrider Foundation's **Ocean City Chapter** again entered a float in their local St. Patrick's Day Parade. Among the committed activists braving the cold were **Chapter Chair Mike Brian** and former **Chair Shelly Dawson**.



*Ocean City Chapter St. Patrick's Day Float*

The National Oceanographic and Atmospheric Administration (NOAA) and the U.S. Environmental Protection Agency issued an 83-page report that concluded that there was insufficient data to support claims by the **Sebastian Inlet Chapter** of Surfrider Foundation that high nutrient levels in Brevard County's coastal waters are elevated from sewage released from deep injection wells, wastewater plants or cruise ships. But the report also concluded that the county should conduct more water tests and encourage cruise ships to discharge wastewater 14 miles from Port Canaveral. Peter Barile, the researcher who conducted the testing for the Surfrider Foundation defended his data and was critical of NOAA & EPA's findings. "It's more of a political defense of Brevard County than a credible technical report," he said. According to chapter member **John Davis**, the chapter embarked on the tests in March 2003 because they felt the state and federal government's beach water tests were insufficient in analyzing the overall health of the ocean. The area was experiencing a noxious red tide, surfers were reporting respiratory illness and more than 200 northern gannet seabirds washed up dead or emaciated on the beach. Davis says the chapter is worried that the issue will be brushed

aside by county officials and Barile suggested that Brevard shift to sewage treatment that removes nitrogen from wastewater. Davis realizes that it is a hot button issue. "Everybody knows that you're talking about millions and millions," he said. "I think that's part of why there's so much resistance." The chapter is currently planning their next steps.

This past February, the **Virginia Beach Chapter** celebrated as the State House and Senate voted to begin issuing official Virginia State Surfrider Foundation license plates. Congratulations to Chair **Mike Stewart** and crew for a job well done!



*Mike Stewart leads local scouts on a storm drain stenciling mission Photo: Virginia Beach Chapter*

The battle to save Morris Island is far from over, according to **Charleston, South Carolina Chapter** activists and Navy engineer, **Bubber Hutto**. After the developer met fierce opposition for his proposed development on this barrier island from organizations such as the Surfrider Foundation, National Trust for Historic Preservation, NAACP, Civil War Preservationists and others, he put the barrier island up for sale on eBay. So far 17,000 hits have been registered and per a recent update there were four private bids. None of these please the organizations interested in seeing this historic island preserved.



Since 1855, no fewer than six developers have attempted to build on this island, which falls under the Coastal Barrier Island Protection Act (CoBRA). This act prohibits the use of federal tax dollars to subsidize new construction and negates any hope of federal flood insurance. The Morris Island Coalition, which includes the Charleston Chapter would like to see negotiations continue between the current property owner and preservation groups to purchase the land but the price has kept the island out of the hands of the preservation community thus far.

As unwise as development in the face of sustaining severe storm damage on a completely exposed barrier island, and the inevitability of future hurricane devastation may sound, chapter activist Bubber Hutto isn't surprised that offers have been made on the property. "The property was sold to its current owner, whose plans for building were met with the same failure the previous owner experienced." Hutto continues, "When you wind up with a large shifting sandbar out in the hurricane-prone Atlantic Ocean that someone suckered you into paying 40 bazillion of your own dollars for, the only way you're going to find someone stupid enough to buy it from you, would be to put it online." The Charleston Chapter of Surfrider Foundation is one of several national and local preservation, conservation and civic groups dedicated to preserving this beautiful and historic site. As **Chapter Chair, Peter Beck** adds, we are "opposed to any and all development on Morris Island."

Surfrider Foundation's **New York City Chapter** recently partnered with action sports network FUEL to host an exclusive, invite-only party at the Big Apple's trendy AQUOS Project. The event was a kick-off for FUEL and Toyota's Huck'N'Truck auction, which benefited the Surfrider Foundation. Bouncing among the crowd were NYC activists **Erin Donnelly** and **Brent Kraus**, pro skateboarder Harold Hunter, and FUEL's Kimiko Warden and Kelsey Martinez.



NYC Surfriders get their groove on at the AQUOS Project  
L to R: Brent Kraus, Harold Hunter, Erin Donnelly, Ken Posner.  
Photo: FUEL

## West Coast

The **San Mateo County Chapter** of Surfrider Foundation won an award in February, 2005 from Sustainable San Mateo County for their efforts. The annual sustainability awards recognize individuals or groups who demonstrate a dedication to the long-term health and well being of San Mateo County. Recipient's actions support the three key elements of sustainability: healthy ecosystems, social well-being and economic vitality.

This past February, Surfrider Foundation activists made the trip up to California's Mammoth Mountain to take part in the National Ski Areas Association's Sustainable Slopes Day. On hand were Santa Barbara activist **Thea Palley** and National Headquarter's **Matt McClain**. The pair were also joined by visiting New York City Chapter activist **Ericka Davanzo**. Together, the trio took turns educating skiers and snowboarders on the importance of maintaining healthy watersheds. Thanks to Ride Snowboards, the Foundation was also able to hold a membership raffle during the event, which netted over a dozen new members.



Santa Barbara activist Thea Palley works the table at Mammoth Mountain Photo: McClain

**Ventura Chapter's Paul Jenkin** is again in the news, educating the public about how the heavy rainfall this year is a recurring and predictable natural process that creates our unique and beautiful coastline—even if these events are separated by decades of relatively dry weather. Paul points out the so-called "natural disasters," the focus of mainstream media, are actually the result of man's disregard for natural history and failed efforts to tame rivers and build in flood plains.

On a similar note, the **South Bay** and **Newport Beach Chapters** are leading our region's advocacy for "treatment wetlands" as a natural solution to flood control, coastal habitat restoration and natural water quality treatment of urban runoff. Newport's "50 in 5" campaign and South Bay's legal challenge to a development project in the historic Ballona Wetlands highlight distinct tools at our disposal—pro-active advocacy, and resorting to the court system when political leaders refuse to listen and act.

Surfrider Foundation's **Southern California** chapters just held their first quarterly regional workshop, at which the chapters decided to highlight the importance of preserving the Gaviota Coast as a "baseline" for identifying unsound land use policy in the region. This precious stretch of coast would not be available for this spotlight campaign without the tireless efforts of visionaries like **Bob Keats** and the continued support from newer leaders like **Scotty Bull**, **Eric Friedman**, and others.

*Making Waves* would also like to welcome aboard new chapter chairs **Mike Lewis** and **Todd Cardiff**. Mike fills the sandals of outgoing chair **Mark Cousineau** in Surfrider's **South Orange County Chapter**, while long-time activist Todd Cardiff will take the reins from **Brian Woodward** in our **San Diego Chapter**. These transitions remind us of the importance of sharing leadership, and are the hallmark of healthy and thriving chapters.

# POWER OF ONE

by Beth Barnes

## Captain Charles Moore

Life as we know it may someday end, but almost every morsel of plastic ever produced will be man's lasting legacy to the planet. Captain Charles Moore, co-founder of Surfrider Foundation's Long Beach Chapter and founder of Algalita Marine Research Foundation (AMRF) has been studying the effects of plastics on our environment for over ten years. Aboard his Ocean Research Vessel, *Alguita*, Captain Moore has undertaken three expeditions to the North Pacific Central Gyre to collect water samples at varying depths to determine and study the level of invasive plastics present in the North Pacific. As a result of these voyages, he has discovered that in the middle of this vast gyre, approximately the size of Africa, bits of plastic waste outweigh zooplankton 6 to 1. This is one of many projects being conducted by AMRF. A newly-inducted member to the Explorers Club, Captain Moore and his fellow members such as Arctic explorer Ernest Shackleton, Astronaut John Glenn and Aquanaut Dr. Sylvia Earle, share a common interest in researching how to protect and preserve the earth while sustaining plant, animal and human life as we know it. Captain Moore's level of commitment is unparalleled.



**Top:** Charlie grabs his board and prepares to head out to sea. **Above:** Plastics pose a significant risk to marine life, including sea birds like this pelican.

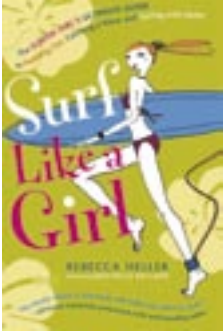
On remote and pristine beaches throughout the world, and throughout the world's oceans, indigenous wildlife is dying because of our plastic waste. Mankind produces it, mankind uses it, mankind discards it, and then it becomes a permanent part of our landscape and watersheds. Every piece of plastic ever produced is still in existence and will be for hundreds of years. Plastic does not biodegrade. It photo-degrades which means it simply breaks apart into ever-smaller pieces; these small, sometimes microscopic pieces become 'food' for wildlife that mistakes it as the real thing. Captain Charles Moore reminds us, "Animal life of all description, majestic and ordinary, from jellyfish to whales, is dying because plastic has entered their formerly well-balanced food chain. We are trying to reverse this accelerating trend through education and stewardship."

AMRF is leading the way in innovative marine research, and works in concert with other organizations on fieldwork and initiatives that effect our marine environment. "Our Synthetic Sea," AMRF's outreach video recently won first place in the Oceans, Water Quality & Watersheds category in the 2004 EarthVision Environmental Film Festival. AMRF is also involved in a Kelp Reforestation Project which assesses the feasibility of transplanting young kelp plants in an attempt to restore the kelp forests off the coast of Southern California. This project has led to the Purple Sea Urchin Project, which is attempting to find a practical use for the single greatest enemy of the California Kelp plant. Purple sea urchins were formerly controlled by sea otters and other predators which have been drastically reduced by human activities.

ORV *Alguita* is available for charter and can provide a perfect platform for research and observation of our coastal ocean. For charter information or further information regarding Captain Moore and Algalita Marine Research Foundation, please contact the AMRF office at (562) 598-4889 or visit their website at [www.algalita.org](http://www.algalita.org).



## Between the Lines



### **Surf Like A Girl; The Surfer Girl's Ultimate Guide to Paddling Out, Catching a Wave and Surfing with Aloha**

The male dominated surf scene is sure to change after girls and women everywhere read *Surf Like A Girl, The Surfer's Girl Ultimate Guide to Paddling Out, Catching a Wave and Surfing with Aloha*. Written in a fun, laid back, easy to read style, avid surfer and career girl Rebecca Heller explains the essentials of all things surfer to give ladies the confidence to get out there and surf.

Readers will learn what to wear including details on rash guards, bathing suits, wetsuits, booties and how to care for them. She suggests a convenient list of surf bag essentials to have packed and ready for that spur of the moment surf session. Understanding the difference in boards, leashes and car racks is easy through diagrams and helpful hints. Heller even includes a quick ding repair lesson.

An important part of surfing is being knowledgeable about proper etiquette and safety as well as having the right attitude. Learn about queuing up, dropping in, surfing with aloha, the famous towel trick and much more. Advice on grooming, training, stretching and nutrition is provided, with useful tips including yoga exercises for those landlocked ladies. Healthy snack ideas and a great recipe for "Surf's Up" cookies round out the chapter on "Conditioning."



Gain knowledge of the ocean and surf reports as Heller explains waves, shore breaks, swells, rip currents, tides, winds, wave heights, conditions, direction and more in an entertaining way that is simple to understand. Learn about sharks, sting rays, coral, kelp, red tide, jelly fish and other sea creatures often feared and misunderstood. Common ocean illnesses are addressed with tips on how to avoid them. She includes an entire section on eco facts, the history of surfing and surf spots around the world. There is even a glossary full of surf lingo and other helpful terms to reference.

*Surf Like a Girl* covers all the basics from the proper gear, to understanding surf reports and wave formation to changing in parking lots and protecting a new pedicure. Heller succeeds in turning the reader into a motivated, confident surfer that is environmentally conscious with a great attitude. This book is sure to stoke anyone out there.

Surfrider Foundation would like to give special thanks to Rebecca Heller for her continued support and fundraising efforts through her book tour for our Surfrider Foundation Chapters.

### **Reminder for all Chapters**

The 2005 Clif Bar Surfrider Foundation Membership Drive begins May 27 and ends on Sept. 6. Be sure to contact the Membership Department for materials, ideas and support!

## **SURFRIDER FOUNDATION PARTNERS WITH THE NATIONAL SURF LEAGUE**

The Surfrider Foundation recently signed a partnership agreement with the National Surf League. The two organizations have agreed to work to promote environmental stewardship of beaches and coastlines through the National Surf League's upcoming Quiksilver California Cup Series.

Unlike the man-on-man, multi-day format of traditional surf contests, the California Cup utilizes a revolutionary contest format called "The Game," which pits teams of surfers from one country or region against teams from visiting areas. Because The Game takes place over a relatively short time period, typically three hours, the action is fast-paced and includes elements of strategy.

This year's California Cup Series kicked off in April at Steamer Lane in Santa Cruz, and will be stopping in Oceanside, San

Diego, Leo Carillo Beach in Los Angeles, and C-Street in Ventura, before finishing in Huntington Beach in May.



"We are incredibly stoked to be partnered with the NSL for this year's Quiksilver California Cup," says Surfrider Foundation's Marketing Director, Matt McClain. "This is a great opportunity for communities to come out and root for their team, as well as find out how to protect their local beaches through involvement with the Surfrider Foundation."

The Foundation will be using each of the contest stops as an opportunity for local chapters and activists to educate attendees on the various threats to local beaches and to garner support for specific campaigns within the region.

"The National Surf League is excited to be working with the Surfrider Foundation in supporting our community by using the California Cup to raise awareness of beach and coastal issues," said NSL President and Founder Brad Gerlach.

For more information on the National Surf League and the 2005 Quiksilver California Cup, go to [www.nslgame.com](http://www.nslgame.com).



*Quiksilver California Cup Series, Steamer Lane in Santa Cruz*



## International Surfing Day

This summer, Surfrider Foundation, SURFING Magazine and Boost Mobile will be working together to celebrate the first ever International Surfing Day. The event will take place on Tuesday, June 21st, to coincide with the summer solstice.

"The plan is for everyone to get out there and simply go surfing," says SURFING Associate Publisher Ross Garrett. The magazine has also connected with Surfrider Foundation chapters across the country to hold afternoon beach clean-up events.

"We can't celebrate surfing without giving something back to our oceans," says Garrett. "Given that this is the longest day of the year, there should be plenty of time for people to come down to the beach, go have a surf and then help with a beach clean up."

Beach clean-up events will be taking place in Hawaii, California, Texas, New York, New Jersey and Florida.

The magazine is working to gain international support in recognizing June 21st as an annual day of celebration of the sport of surfing.

For more information on International Surf Day, go to [www.surfingthemag.com](http://www.surfingthemag.com).

## Bands Show Their Support For Surfrider Foundation

They may seem like tough guys with their tattoos and disheveled hair, but more and more, when it comes to protecting our beach and ocean environments, many of music's top rock acts are proving that they too have a soft spot.



*Outspoken Surfrider Foundation supporters, Incubus.  
Photo: Rankin*

Top on the list of rock's Surfrider Foundation supporters are the Red Hot Chili Peppers. Over the last two years, the band has donated several tens of thousands of dollars to the organization. Fellow rockers Incubus are also multi-year donors, having just recently awarded the Surfrider Foundation a \$10,000 grant through their Make Yourself Foundation. Other supporters include Linkin Park, No Doubt, Pennywise and of course long-time Surfrider champions Pearl Jam.

"Many of these bands have really donated a lot over the years," says Matt McClain, Surfrider Foundation's Director of Marketing. "I think it's reflective of the values these guys have; they really want to be involved in making a difference."

## Stars Turn Out To Support Surfrider At Golden Globes

A host of film and television's most beautiful stars, including Minnie Driver, Nicolette Sheridan and Cheryl Hines turned out to have their hair and make-up done the weekend of this year's Golden Globe Awards as part of MATRIX Biolage's GET GLAM/DO GOOD suite at the posh L'Ermitage Hotel in Beverly Hills. In addition to getting their tresses trimmed by MATRIX celebrity stylist Enzo Angileri and top MATRIX stylist Dan Csicsai, stars had the opportunity to choose one of three different environmental organizations to receive a donation on behalf of Biolage.

In all, the Surfrider Foundation received \$8,000 from Biolage on behalf of over a half dozen celebrities, including actress and surfing enthusiast Minnie Driver, longtime Surfrider supporter and X-Men 2 star Kelly Hu, Curb Your Enthusiasm's Cheryl Hines, Buffy The Vampire Slayer's Michelle Trachtenberg, Desperate Housewives' Andrea Bowen, Sideways star Alysia Reiner and Jordana Brewster from The Fast and the Furious.

"Our heartfelt thanks go out to both Matrix Biolage and the stars that chose to support us," said Interim Executive Director, Michelle Kremer.



*Clockwise from upper left:  
Kelly Hu, Minnie Driver, and  
Michelle Trachtenberg*

# Surfrider Foundation

## MEMORIALS, DONATIONS, AND HANG TAG PROGRAM

On behalf of the world's oceans, waves and beaches, the Surfrider Foundation wishes to thank the following individuals, foundations, and corporations for their generous support received between January 1, 2005 - March 31, 2005

### \$100,000 – \$250,000

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Surfer's Path

Surflife

Swell / OP

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# Surfrider Foundation Chapter Network

## Alaska

WILDCOAST ORGANIZING  
COMMITTEE  
Kris Balliet  
425 G. St. Suite 400  
Anchorage, AK 99501  
907-258-9922  
orca@acsalaska.net

## California

CRESCENT CITY  
Michael Schaefer  
1720 Ashford Road  
Crescent City, CA 95531  
(707) 458-9615

## HUMBOLDT

Jess Barreilles  
P.O. Box 4605  
Arcata, CA 95521  
(707) 616-5852

## HUNTINGTON/

SEAL BEACH  
Gary Sargent  
P.O. Box 878  
Huntington Bch., CA 92648  
(562) 438-6994

## ISLA VISTA

6835 Pasado  
Isla Vista, CA 93117  
(805) 685-1158  
Ivsurfrider@hotmail.com

## LAGUNA BEACH

Rick Wilson  
668 N. Coast Hwy #266  
Laguna Beach, CA 92651  
(949) 631-6273

## LONG BEACH

Gordon Labedz  
P.O. Box 14627  
Long Beach, CA 90853  
(562) 433-4323

## MALIBU

P.O. Box 953  
Malibu, CA 90265-7953  
(310) 451-1010

## MARIN COUNTY

Scott Tye  
P.O. Box 1171  
Larkspur, CA 94939  
(415) 868-9445

## MONTEREY

Chris Smith  
443 Lighthouse Avenue  
Monterey, CA 93940  
(831) 375-5015

## NEWPORT BEACH

Nancy Gardner  
323 Jasmine  
Corona del Mar, CA 92625  
(949) 631-6273

## SOUTH ORANGE COUNTY

Mike Lewis  
P.O. Box 865  
San Clemente, CA 92674  
(949) 492-8248

## SAN DIEGO

Todd Cardiff  
P.O. Box 1511  
Solana Beach, CA 92075  
(858) 792-9940

## SAN FRANCISCO

Sean Gibson  
PO Box 320146  
San Francisco, CA  
94132-0336  
(415) 665-4155

## SAN LUIS BAY

Matthew Fleming  
P.O. Box 3406  
Pismo Beach, CA 93448  
(805) 771-9134

## SAN MATEO

Ed Larenas  
P.O. Box 1034  
Moss Beach, CA 94304  
(650) 728-5067

## SANTA BARBARA

Kara Kemmler  
P.O. Box 21703  
Santa Barbara, CA 93121  
(805) 899-BLUE

## SANTA CRUZ

Chair  
P.O. Box 3968  
Santa Cruz, CA 95063  
(831) 423-7667

## SONOMA COAST

Steve Walters  
9293 Old Redwood Hwy  
Penngrrove, CA 94951  
707 332-1083  
sonoma@surfrider.org

## SOUTH BAY

P.O. Box 3825  
Manhattan Beach, CA 90266  
(310) 535-3116

## VENTURA

Curt Montague  
239 W. Main St.  
Ventura, CA 93001  
(805) 667-2222

## Connecticut

Contact Ed Mazzarella  
(949) 492-8170

## Delaware

Mark Carter  
1000 Canterbury Road  
Milford, DE 19963  
302. 430-0132  
yakermtn@earthlink.net

## District of Columbia

WASHINGTON DC  
CAPITOL CHAPTER  
Christine Flechter  
4900 Battery Lane #402  
Bethesda, MD 20814  
capitolchapter@surfrider.org

## Florida

FIRST COAST  
(Jacksonville Beach &  
St Augustine)  
Scott Shine  
P.O. Box 51225  
Jacksonville Beach, FL.  
32240-1225  
904. 343-8325  
Scott@jaxsurfrider.org

## GAINESVILLE

Re-organizing  
Contact Ed Mazzarella  
emazzarella@surfrider.org

## PALM BEACH COUNTY

Rob Matriscino  
P.O. Box 33687  
Palm Beach Gardens, FL  
33420-3687  
www.surfriderpbc.org

## ORLANDO

Kevin Anderson  
152 Stone Gable Circle  
Winter Springs, FL 32708  
(407) 718-5952

## SEBASTIAN INLET

Greg Gordon  
PO. Box 372067  
Satellite Beach, FL. 32937  
(321) 868-7897  
ggordon3@cfl.rr.com

## SOUTH FLORIDA

Wyatt Porter-Brown  
58 NE 92nd Street  
Miami Shores, FL 33138  
Surfridermiami@yahoo.com

## SUNCOAST CHAPTER

Re-organizing  
Contact Ed Mazzarella  
(949) 492-8170  
emazzarella@surfrider.org

## Hawaii

MAUI  
PO Box 790549  
Paia, HI 96779

## OAHU

c/o Doug Rodman  
66-077 Wana Place  
Haleiwa, HI 96712  
(808) 637-4151

## Illinois

CHICAGO CHAPTER  
ORGANIZING COMMITTEE  
425 HOME AVEUNE  
OAK PARK, IL 60302  
Chicagochapter@surfrider.org

## Maine

NORTHERN NEW ENGLAND  
PO Box 551  
Portland, ME 04112  
(207) 653-8951

## Maryland

OCEAN CITY  
Chair, PO Box 3342,  
Ocean City MD 21843  
(410) 956-2199

## Massachusetts

BOSTON  
Elizabeth Fuller  
P.O. Box 462 Astor Station  
Boston, MA 02123-0462  
Massachusetts@surfrider.org

## New Jersey

JERSEY SHORE  
Greg Pollack & Bob Duerr  
PO. Box 760  
Belmar, NJ 07719-0760  
732.291-2424  
www.surfrider.org/jerseyshore

## SOUTH JERSEY

ORGANIZING COMMITTEE  
Steve Mullen  
46 Northfield Save.  
Northfield, NJ 08225  
(609) 485-0217

## New York

NEW YORK CITY  
Joel Banslaben  
PO Box 257  
NY, NY 10014-0257  
(917) 362-2693  
Surfridernyc@surfrider.org

## LONG ISLAND

Eugene Alper  
P.O. Box 2681  
Amagansett, NY 11930  
(631) 329-4012

## CENTRAL LONG ISLAND

9 Hawthorne Avenue  
West Babylon, NY 11704  
Robert Cullen  
631. 669-6651  
Cullenphish@aolc.om

## North Carolina

CAPE FEAR  
Sean Ahlum  
105-B Coral Drive  
Wrightsville Beach, NC 28480  
Ahlums@uncw.edu

## OUTER BANKS

Joan Van Newenhizen  
PO. Box 1576  
Kill Devil Hills, NC 27948  
(252) 491-8639

## TOPSAIL

Mike Gallant  
P.O. Box 4068  
Surf City, Topsail Island  
NC 28445  
(910) 328-3147

## Oregon

PACIFIC CITY  
Bryan Bates  
PO Box 722  
Pacific City, OR 97135  
(503) 965-7873

## CENTRAL OREGON

Matt Baker  
16 NW Kansas Avenue  
Bend, OR 97701  
(541) 317-5778

## PORTLAND

Rob Williams  
4236 SE Salmon St. D  
Portland, OR. 97215  
rideoutas@hotmail.com

## SOUTH COAST

Donnie and Carmen Conn  
(541) 888-0710  
91382 GRINNELL LANE  
COOS BAY, OR 97420

## Puerto Rico

RINCON ORGANIZING  
COMMITTEE  
P.O. Box 1833  
Rincón, PR 00677  
Salvatespalmas@yahoo.com  
(787) 823-2784

## Rhode Island

P.O. Box #43  
Narragansett, RI 02882  
(401) 364-9444  
www.risurfrider.org  
info@risurfrider.org.

## South Carolina

MYRTLE BEACH  
413 Oxner Court  
Myrtle Beach, SC 29579  
Dutch852@yahoo.com

## CHARLESTON

Peter Beck  
P.O. Box 841  
Folly Beach, SC 29439  
www.surfrider.org/charleston

## Texas

TEXAS CHAPTER  
John Lumley  
P.O. Box 563  
Liberty, TX 77575  
(936) 336-5428

## CENTRAL TEXAS

Theron Stanley  
P.O. Box 684126  
Austin, TX.78768  
(512) 415-6816

## TEXAS COASTAL BEND

Chris Burnett  
3226 Keltic Drive  
Corpus Christi, TX 78414  
361.993-7676  
surfridertxcbb@yahoo.com

## Virginia

VIRGINIA BEACH  
Ari Lawrence  
PO. Box 391  
Virginia Beach, VA. 23458  
(757) 491-0640  
Srfvabch@yahoo.com

## Washington

NORTHWEST STRAITS  
C/O Jen Prince  
5860 Milwaukee  
Bellingham, WA 98226

## SEATTLE

C/O Sasha Sicks  
2172 NW Boulder Way Dr.  
Issaquah, WA 98027

## OLYMPIC PENINSULA

ORGANIZING COMMITTEE  
Frank Crippen  
C/O NxNW SURF CO  
902 S Lincoln St  
Port Angeles WA 98362  
360-452-5144  
frank@nxnwsurf.com

## International Affiliates

### Australia

17 Murraba Street  
Currumbin QLD 4223  
P.O. Box 266  
Burleigh Heads, QLD 4220  
Info@surfrider.org.au  
Phone: 61-07-5534-28  
Fax: 61-07-5534-2866

### Brazil

Rua Frei Tomas, 20  
Rio de Janerio, Brazil  
RJ 22610-290  
5521-2422-8229

### Canada

Tofino Canada  
Organizing Committee  
Dawn Alex  
Box 915 Tofino, BC  
Canada V0R-2Z0  
Surfridercanada@hotmail.com

### Europe

Stephane Latxague  
120 avenue de Verdun  
64200 Biarritz, France  
33-5-59-23-54-99

### Japan

Masuo Ueda  
P.O.Box 14  
Kamogawa, Chiba 296-8799  
phone:81-4709-3-5302  
www.surfrider.gr.jp http://www.  
surfrider.gr.jp  
e-mail: sfj@surfrider.gr.jp

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